

## **ABSTRACT OF THE DISCLOSURE**

The present invention relates to a method of discounting a multi-media content item, which is to be sold at a purchase request through a communication network, such as the Internet. The discount is offered in proportion to the number of advertisement (ad) items chosen by a buyer to be added to the multi-media content item. With this method, a multi-media content to be sold and at least one ad content are selected individually through the communication network. The multi-media content and the ad contents are combined with each other, and the price of the combined content is discounted based on how many ad contents are added to the multi-media content. Accordingly, this method can induce increased sales of multi-media contents by discounting goods sold in connection with ads. Additionally, this method helps guarantee the effectiveness of ads by reproducing the ads together with the multi-media content whenever the multi-media content is played back.